

**2004-2005 TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT  
MARKETING CO-OP PROGRAM APPLICATION**

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name of requesting organization

\_\_\_\_\_  
Mailing Address of requesting organization

\_\_\_\_\_  
Physical Address

\_\_\_\_\_  
Telephone Number of requesting organization

\_\_\_\_\_  
Fax number of requesting organization

\_\_\_\_\_  
E-Mail address of authorized application preparer

\_\_\_\_\_  
Name and title of authorized application preparer (please print)

\_\_\_\_\_  
Signature of authorized application preparer

\_\_\_\_\_  
Web Site address

Please attach the following to this page:  
-a legal statement of non-profit status

## PROJECT DESCRIPTION

1) Please give a summary description of the proposed project: \_\_\_\_\_

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2) Budget of proposed project \_\_\_\_\_

3) Who is the target audience for the proposed project?

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4) What are the distribution channel(s)-i.e. how will the project be distributed or communicated to the target audience?

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5) Tracking mechanism – i.e. How will you know the project is working...coupons, surveys?

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6) Projected Return On Investment (ROI) – i.e. How much do you expect in return for each dollar spent on this project...5%, 2% etc?

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7) Anticipated date of project completion (must be by June 30, 2005)

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Please attach the following to this page:

- Marketing plan for the organization that includes the proposed project
- Documentation regarding the organization's commitment to at least 50% financial participation (In-kind matching is not eligible) (Define in kind matching )

